

REMARKS/ARGUMENTS

This Amendment is being filed in response to the Office Action dated January 26, 2010, which has been reviewed and carefully considered. Reconsideration and allowance of the application in view of the amendments made above and the remarks to follow are respectfully requested.

Claims 1, 2, 4-6 and 9-19 are pending in the Application. Claims 20-22 are added by this amendment. Claim 18 is canceled herein, without prejudice. The Applicants respectfully reserve the right to reintroduce subject matter deleted herein, either at a later time during the prosecution of this application or any continuing applications.

In the Office Action, claim 1 is objected to for an informality. The objection to claim 1 is respectfully traversed. However, in the interest of advancing consideration and allowance of the claims, claim 1 is amended as suggested in the Office Action. Accordingly, withdrawal of the objection to claim 1 is respectfully requested.

In the Office Action, claim 18 is rejected under 35 U.S.C. §112, second paragraph. Applicants respectfully traverse the rejection, however, in the interest of cooperation and advancing prosecution, claim 18 is canceled herein without prejudice rendering the rejection of claim 18 moot.

In the Office Action, claims 1, 2, 4-6 and 9-18 are rejected under 35 U.S.C. §103(a) over U.S. Patent No. 5,933,960 to Avidor ("Avidor") in view of U.S. Patent No. 6,442,840 to Zucker ("Zucker") and U.S. Patent No. 5,661,907 to Apprille, Jr. (Apprille). The rejection of claims 1, 2, 4-6, 8-10 and 12-19 is traversed. It is respectfully submitted that claims 1, 2, 4-

6 and 9-19 are allowable over Avidor in view of Zucker and Apprille for at least the following reasons.

It is undisputed that Avidor and Zucker do not teach, disclose or suggest the pivot axis of the present system (see, Office Action, page 5). Apprille is cited to provide that which is admitted missing from Avidor and Zucker, however, it is respectfully submitted that reliance on Apprille is misplaced.

Apprille shows a razor blade (emphasis added) "[h]aving the virtual pivot axis P at or into the face (assuming the face is the surface being shaved) causes the cutting edges to in effect be dragged across the face (as opposed to being pushed into the face) in order to avoid nicks." (See, Apprille, col. 7, lines 4-8.) Apprille, in the section cited by the Office Action provides that (emphasis added) "[i]n order to obtain relatively equally balanced forces over the cutting edges while still permitting the desired arc of cartridge motion, the [virtual] pivot axis P could be located on or above a plane through at least two cutting edges of the blades in an unloaded (at-rest) condition ..." (See, Apprille, col. 7, lines 48-52.)

Accordingly, as is clear from a simple reading of Apprille, the pivot axis cited in the office action is merely a virtual pivot axis and is not coincident with a coupling to the handle.

It is respectfully submitted that the shaving head of claim 1 is not anticipated or made obvious by the teachings of Avidor in view of Zucker and Apprille. For example, Avidor in view of Zucker and Apprille does not teach, disclose or suggest, a shaving head that amongst other patentable elements, comprises (illustrative emphasis added) "a

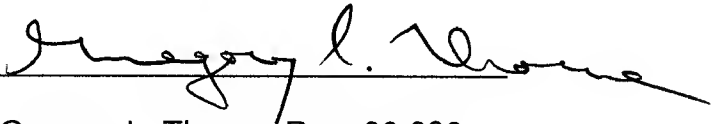
coupling coincident with a pivot axis arranged between the shaving head and a handle attached or attachable to said shaving head by said coupling, wherein said pivot axis is arranged at least essentially parallel to said cutting blade and is offset from said cutting edge, and wherein said pivot axis is arranged such that a force component applied perpendicularly to said cutting direction through said coupling and pivot axis during a shaving operation is distributed in equal parts to said actively driveable skin stretching device and said guard" as recited in claim 1, and as similarly recited in claim 19.

Therefore, in view of the above, Applicants respectfully submit that claims 1 and 19 are patentable over Avidor in view of Zucker and Apprille and notice to this effect is earnestly solicited. Claims 2, 4-6, 8-18 and 20-22 respectively depend from one of claims 1 and 19 and accordingly are allowable over Avidor in view of Zucker and Apprille for at least this reason as well as for the separately patentable elements contained in each of the claims. Accordingly, separate consideration of each of the dependent claims is respectfully requested.

In addition, Applicants deny any statement, position or averment of the Examiner that is not specifically addressed by the foregoing argument and response. Any rejections and/or points of argument not addressed would appear to be moot in view of the presented remarks. However, the Applicants reserve the right to submit further arguments in support of the above stated position, should that become necessary. No arguments are waived and none of the Examiner's statements are conceded.

Applicants have made a diligent and sincere effort to place this application in condition for immediate allowance and notice to this effect is earnestly solicited.

Respectfully submitted,

By 

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